

*Below represents a synopsis of emails that the FPPC received on the topic below. The amount of comment letters is too voluminous to post each. The FPPC has not changed the language in the body of the email and posts the substance of the letter below for ease of use.*

**Subjects(s):**

Please Strengthen Slate Mail Disclosure

Slate mailers are paid fraud!

Please help make campaign literature understandable! Strengthen slate mailer disclosure!

We need more truthful slate mail disclosure!

Please fix the deceptive slate mailers

**Number of Emails: 181**

**Body:**

1) MAKE LACK OF PARTY AFFILIATION CLEARER: Whenever a political party is identified on a surface of a mailer, there should be a large and clear disclaimer saying that "This is NOT the Official Slate of a Democratic Party Organization" (or whatever party was identified).

2) TITLE SUBHEAD DISCLAIMERS: When a slate is really commercial advertising, there needs to be a clear subheading, directly under the title, acknowledging that this is "Paid Political Advertising" or "A Commercial Mailer" and "not the official slate of any political party or organization."

3) REPLACE ASTERISKS: Many voters don't understand that the asterisks next to endorsements mean that they're paid endorsements. They need to be noted instead with the actual dollar amount paid or something like "Paid\*" to make it clear.

4) REQUIRE PAYMENT NOTATIONS NEXT TO ALL PAID ENDORSEMENTS: The "Paid\*" footnotes should be included everywhere an endorsement is shown.

5) REQUIRE FOOTNOTES TO LIST TOP PAYEES: The committees behind at least the highest three non-candidate paid endorsements should be listed so voters know who paid for them and who paid the largest amounts for the slate mailing itself.

---

**Subject(s):**

Impose the truth in advertising on slate mailers\*

Truth in advertising rules through ALL mailers

**Number of Emails:** As of December 6, 2010 10:20am - **85**

**Body:**

I am writing to express my support for greater disclosure of who is paying for ads in slate mailers. I get a barrage of slate mailers, many that look deceptively official.

I support requiring any paid ads in slate mailers to list the dollar amounts paid next to the advertised ballot measure or candidate name.

Paid slates should list the name of the committee that paid for the ad and the top contributors to the committee. Voters should have all the information necessary to make informed choices.

I urge the Task Force to end the deceptive titles used by many mailers to suggest a party or organization platform of endorsements. If they mention a name synonymous with a political party, it should read, "This is not authorized by the X Party."

Lastly, in order to make sure the laws are enforced, these mailers should all be sent to the FPPC and be posted online.

---